
Key Messages

1. The CCCAA NIL Evaluation Committee unanimously selected the Spry/Accelerate Proposal after a formal RFI process conducted by College Buys to identify a NIL Service Provider for the CCCAA based on the solution, price, and expertise.
2. SB 26 requires that student-athletes at institutions of higher learning disclose their NIL opportunities; *With nearly 24K student-athletes across 110 institutions, we need a scalable solution.*
3. All student-athletes have the opportunity to earn compensation from their name, image, and likeness. With many CCCAA student-athletes (SA) needing financial assistance, NIL presents a great opportunity for us to help them pay for their education.

Talking Points

Over the last three years, the California Community Colleges have focused on six goals to ensure all students succeed in reaching their goals, called ‘Vision for Success’. Four of the six goals aligned with NIL:

1. Increase by at least 20% the number of California Community College students annually who acquire associate degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job.
 2. Increase by 35 percent the number of California Community College students transferring annually to a UC or CSU.
 3. Reduce equity gaps across all of the above measures through faster improvements among traditionally underrepresented student groups
 4. Reduce regional achievement gaps across all of the above measures through faster improvements among colleges located in regions with the lowest educational attainment of adults.
- **There is a notification/reporting Requirement within SB 26:** Current athletes are required to disclose name, image, and likeness activities to their Athletic Director (or a designee of the Athletic Director’s choosing) prior to receiving compensation or entering into a name, image, and likeness arrangement or agreement; *and prospective athletes should be required to disclose all name, image and likeness activities for which he/she received compensation prior to attending their current institution.*
 - SB 26 also requires educational programming.
 - *For less than \$7,000 annually, which community college campus will be able to provide the educational expertise and technology required without hiring a new employee?*
 - Hiring a staff member to manage this would likely cost approx. \$50k or 7x the cost of the platform. (Possibly more in CA).
 - **NIL Policies:** Spry/Accelerate will assist CCCAA member institutions in drafting institutional-specific NIL policies. Student-athletes can accept policy within the mobile application, and admins will receive a notification once the policy is agreed upon.

- **Implementation:** CCCAA Member Institutions will have a dedicated Spry Customer Success representative to ensure their needs are met. This representative will assist with onboarding and training while platform support when applicable.
 - *The initial onboarding process takes less than two hours to get administrators trained and student-athlete accounts created.*
- **24/7 Educational Access:** Accelerate's educational content is 'snackable' and student-athletes can access the content from Spry's mobile apps (iOS and Android) 24 hours a day, seven days a week.
 - *Accelerate will work with Spry and the university POC to ensure student-athletes are leveraging the educational content through push notifications, emails, and office hours.*
- Student-athletes, many of which come from low socioeconomic backgrounds, now have the opportunity to earn more money while participating in intercollegiate athletics.
 - CCCAA does not provide athletic scholarships so student-athletes have to pay tuition and NIL gives them the opportunity to earn compensation in their area of expertise.
- With the ability for student-athletes to earn compensation, institutions must mitigate risk with an education-first approach and diligent record-keeping.
 - Spry allows administrators to keep digital records (timestamps) to track student-athlete completion and participation in educational courses.
 - *Spry has a digital form feature that allows student-athletes to digitally sign records within the platform.*
- Local businesses, alumni, and institutional donors can now compensate student-athletes, and it is permitted within SB26. The majority of CCCAA student-athletes will receive local opportunities: *Big fish in a small pond*
- The vast majority of CCCAA infractions and championship forfeitures revolve around recruiting inducements and subsidizing current student-athletes! To further illustrate the point, in the 5 most recent academic years (that were publicly available) roughly 40% of [CCCAA violations](#) involved recruiting issues.
 - *Example #1 - Two of the last 10 CCCAA Football championships are vacant*
 - *Example#2 - Multiple men's basketball programs are currently on probation.*
- Educating athletic staff and student-athletes on permissible NIL activities is vital to institutional control. CCCAA needs a consistent message on this topic. *Consistent education ensures institutions can mitigate potential lawsuits.*
- NIL is complex for a variety of reasons, and these issues require supplemental education and technology from industry experts.
 - **Financial Aid:** NIL compensation is taxable income which could have negative implications on those who receive financial aid (state or federal)
 - *The average SA leaves the CC system with \$10K in student-loan debt*

- **Social Media Marketing:** The Federal Trade Commission oversees social media marketing so having subject matter experts teach student-athletes benefits both student and institution (protection).
 - **Agents:** student-athletes can retain agents within Sb 26. It's imperative, we (the CCCAA) provide student-athletes with the resources to ensure they are partnering with certified and state-approved agents.
 - **Post CCCAA:** we (the CCCAA) must prepare student-athletes for the next step on their higher education journey. Technology (Spry) allows us to identify their next destination
- When students and former students file grievances or lawsuits based on NIL issues - the institution must be able to show time-stamped evidence of education.
- While many Athletic Directors, Conference Commissions, or University Presidents (CEOs) might view NIL as an unnecessary expense. NIL education and compliance is a necessary expense for every CEO in order to comply with SB 26 and protect the institution. Additionally, the educational investment for student-athletes will enhance student success data and prepare them for life after community college.
 - *Yes, every Athletic Director would love to see \$6K more in their annual equipment and supply budget, however, the investment in NIL is not a comparable expense*
- For the CCCAA to remain true to its mission, we (administrators) must provide NIL resources for our student-athletes.